

APACHE

CHARACTER AREA 4

Placemaking Community Workshop #1
Public Kick-Off



Saturday, 18 April 2015
9:45 – 11:15AM

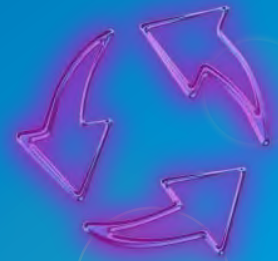


CHARACTER AREAS

Placemaking Community Workshop #1 / Public Kick-Off
Saturday, 18 April 2015 9:45 - 11:15AM

WORKSHOP AGENDA

1. Welcome / Staff Introductions
2. 2015 Character Area Planning Process
3. Building the Placemaking Campaign
4. Apache - Character Area 4 Summary
5. Workshop Activity - Rotating Stations
 - A. Business + Development
 - B. Transportation + Connectivity
 - C. Neighborhood Vitality + Preservation



Registration / Light Breakfast
State of the Neighborhoods Awards
Workshops

8 – 8:30 AM
8:30 – 9:30 AM
9:45 – 11:15 AM

AGENDA
1



CHARACTER AREAS



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FEBRUARY 18

Preliminary Organizational + Planning Meeting



APRIL 18 (CA4)

1 PUBLIC KICK-OFF / WORKSHOP 1

Amenities + Gaps Workshop



AUGUST 18 (CA4)

2 WORKSHOP 2

Design Principles / Placemaking



OCTOBER 21 (CA4)

3 WORKSHOP 3

Draft Plan Review / Priorities + Strategies



DECEMBER 4

Community Celebration - final version of Plan released

Wednesday, 18 February 2015 • 6 – 7:30 PM
Tempe History Museum – Community Room • 809 E. Southern Avenue

PUBLIC COMMENTS Character Areas 4 + 5 Preliminary Organizational + Planning Meeting

28 public attendees; 15 staff attendees

I want committee to walk around **Selleh Park** lagoon; note poor conditions of path, shore and lake

Neighborhood Associations within Character Areas need to communicate with each other. How might this be accomplished?

When are the first Apache and Central City Character Areas **Workshops**? When is the **Public Kick-off** event?

I would like to propose an **Apache corridor walkabout**

Apache Eats Restaurant Crawl event highlights and celebrates the variety of international cuisine along Boulevard -- Wednesday, 25 February 6-9PM

Central City is a large area -- any thought given to breaking it down? I have concern that it's too broad and varied to all be one Character Area.

What are your **student outreach** plans? Also, what **online options** will you offer?

Phoenix used a **MindMixer** format, an online communication tool, with great success.

I use and recommend **Next Door** which allows your neighborhood to communicate online between meetings or for just keeping updated and informed.

What about the **city-owned land** along Apache? Planning of these parcels and transitions like **Danella Plaza**? City could combine forces with a private property owner(s) to develop something.

Roots of low-water use trees created issues in Phoenix; **street tree types** will need to be made carefully selected consider tree wells, watering, etc.

Diversity within character areas is cause for celebration, this makes us unique.

How will you handle **communication between meetings**? [i.e. between April Public Kick-off and August workshop]

Shade and water are both essential. Need drinking fountains, public art, the soothing sounds and cooling effects of water. I know there are challenges with using water in public spaces but it is needed; the loss of the McClintock public pool and others is hard. Pools are different than splash pads. The heat is only growing, need comfortable conditions including **shade and water** to walk and bike.

What thought are you giving to **historic designations** in neighborhoods?

Going back to the vastness of Central City Character Area -- Post-war architecture is macro in scale. Are you open to the possibility of sub-character areas? **College Avenue Corridor** is distinct.

What about the smaller areas within Central City? Maybe we can **identify distinct areas** and highlight the assets and diversity of those?

Any thought to intermediate open houses or an **open house format** meetings?

What about the **homeless community**? Where are they fed and housed? What are the next steps once they have jobs?

Will this process provide the opportunity to address concentric circles around each light rail stop? [i.e. **LRT Station Areas**]

KJZZ (91.5 FM) has a **placemaking series**. Maybe you could piggyback with **ASU researchers**? Create some collaboration and synergy.

"Central City" name might bring up some non-desirable images for some people. Could there be alternatives?

Just wanted to reinforce and put in a plug for **bike transportation** -- both Broadway Rd. and Southern Ave. have issues. We need more bike lanes and bike parking.



A goal without a plan is just a wish.



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BACKGROUND WORK





**NA, HOA,
Mobile Home
/ Retirement
Communities**



STUDENTS
ASU / MCC
TUHSD /
Kyrene,
Private schools



BUSINESS
Community,
Chamber of
Commerce



**CHARACTER AREAS
PLAN**

**Existing Laws,
Ordinances,
Private
Property
Rights**



**General Plan
2040,
Zoning &
Development
Code**

GENERAL PLAN 2040



**Bike / Bus /
LRT / Local +
Regional
Commuters**



LADDER OF LAWS

U.S. FEDERAL GOVERNMENT

STATE OF ARIZONA

Enabling Legislation,
AZ Proposition 207

CITY ORDINANCE

Zoning & Development Code

CITY POLICY

General Plan 2040
[ratified by voters]

CITY GUIDELINES

Character Area Plans,
Community Design
Principles,
Historic District Design
Guidelines

LAWS



POLICIES



GUIDELINES





CHARACTER AREAS

SCOPE OF WORK



✓ **DESIGN GUIDELINES**

- ✓ Quality of design, walkability, bikeability, sustainability, connectivity, types of neighborhood goods and services desired, aging-in-place options

✓ **PLACEMAKING / SENSE OF PLACE**

- ✓ Opportunity for residents, workers, students, businesses to define, enhance, preserve, celebrate their best

✓ **ROAD MAP / VISION**

- ✓ Tempe City Council, Development Review Commission, Historic Preservation Commission, Neighborhood Grants Program, Neighborhood Advisory Commission, Municipal Arts Commission, Transportation Commission, etc.

✓ **QUALITATIVE ASPECTS OF SPACE**

- ✓ How a space feels, safety perceptions, shade, desirability, comfort, places to bring the kids or be a kid



ASKING THE RIGHT QUESTIONS:

- What sets this area apart and makes it **unique** from other parts of Tempe or the Valley?
- Does this area include the **types** of places, businesses, and infrastructure people look for when deciding where to live or invest?
- What should be preserved, enhanced, changed, added, or connected in a meaningful way?
- Is this an area where one can be young *and* old; can one **age-in-place** here?
- How can we provide a **vision** which enhances human health, options, prosperity, and our environment?
- What design criteria can we put in place to improve the **quality** of projects and ultimately our community?
- How will this plan carry out the vision of a "**20-minute City**" ratified by voters in *GP2040*?



CHARACTER AREAS

OUTSIDE SCOPE OF WORK



✘ **Changes** to a parcel's legal **Land Use**

General Plan 2040 ratified by voters (May 2014)

✘ **Changes** to a parcel's legal **Zoning**

Zoning & Development Code covers Development Standards, Overlays, etc.

✘ **Changes** to **Private Property Rights**

AZ Proposition 207 "Private Property Rights Protection Act" (November 2006)

✘ **Rental** vs. **Owner** for parcels zoned **Multi-Family** / **Mixed-Use**

No legal control process

✘ **Prohibiting** specific brand-name businesses / retailers

Against the law

✘ **Residential** / **Commercial Code Compliance**

311 – One Call To City Hall

Online complaint form





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OUTSIDE SCOPE OF WORK

- ✓ We hear you
- ✓ We know this idea is important
- ✓ This idea is covered by a legal process, code, regulation, etc.
- ✓ We will record all written comments and communicate them to appropriate areas / elected officials
- ✓ Ensures we stay focused on Scope of Work / what we can achieve with a Character Area Plan

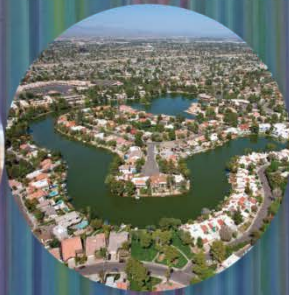


AGENDA 3



Placemaking

tempe.gov/characterareas characterareas@tempe.gov #characterareas @tempegov



Tempe's Placemaking Campaign is Growing

QUALITY of LIFE

PUBLIC SPACES = PUBLIC LIFE

waterfronts *canals*

STREETS *parks*

places to go

meet me here...

markets plazas

TEMPE AS A 20-MINUTE CITY

HISTORIC DISTRICTS

POST-WAR SUBDIVISIONS

life happens *between buildings*

nuestro
vecindario

NEIGHBORHOODS

STREETCAR **transit-oriented design**

places for kids + places to be a kid

urban, creative, edgy

walkability
bikeability
livability

APACHE CHARACTER AREA 4



Placemaking Community Workshops

1

Saturday, **April 18, 2015**
Tempe Public Library
3500 S. Rural Road
9:45 – 11:15 AM

2

Tuesday, **August 18, 2015**
Escalante Center
2150 E. Orange Street
6 – 8:00 PM

3

Wednesday, **October 21, 2015**
Escalante Center
2150 E. Orange Street
6 – 8:00 PM



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QUALITY of LIFE

PUBLIC SPACES = PUBLIC LIFE

walkability
bikability
livability

places to go
meet me here...

placemaking

[life happens between buildings]

nuestro
vecindario

places for kids + places to be a kid

transit-oriented

urban, creative, edgy

Give Us Your Word



Friendly

people, family, neighbor +
pet-friendly; all ages + ethnicit
accommodating,
creative, welcoming, tolerant

Livable

attractive, desirable,
convenient, comfortable,
established, neat & well
maintained

Active

dynamic, vibrant, recreation,
outdoor activities, civic
engagement, pride-of-
ownership, citizen-driven
development

Local

local business + shopping,
mixed use hub, independent,
eclectic, people-oriented

Limited Density

low density,
single-family dominant

Connected

Convenient, neighborhood circulator
(Orbit), drivable community-
centered meeting-places

Lush

shaded, beautiful, landscaped
areas, attractive streets

Walkable/Bikeable

paths, canals, sidewalks

Safe

Quiet, peaceful, stability,
crime prevention,
neighborhood watch, law
enforcement, well-lit
law enforcement, well-lit

Education/ Culture

educated residents, school
grounds access/shared-use,
learning + continuing education

Sustainable

Solar, clean environment, open
space, shade

Future Oriented

progress, forward thinking, evolving



CHARACTER AREAS



Channel 11
YouTube
Video

#apachenow



CHARACTER AREAS

SOCIAL
MEDIA /
WEB



#characterareas

tempe.gov/characterareas

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TARGETED
OUTREACH
GROUPS



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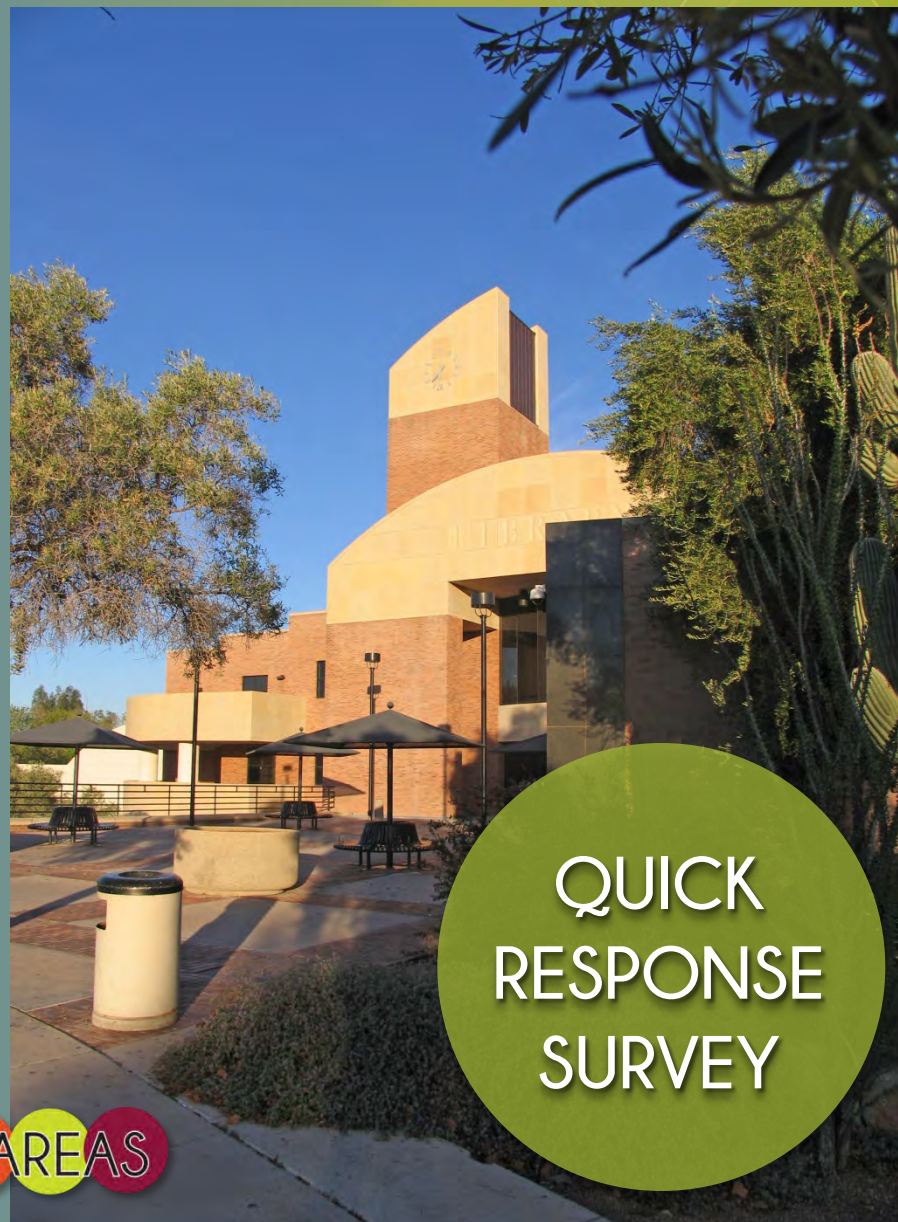


RIDE-THE-RAIL SURVEY



A CITY OF TEMPE
ARIZONA

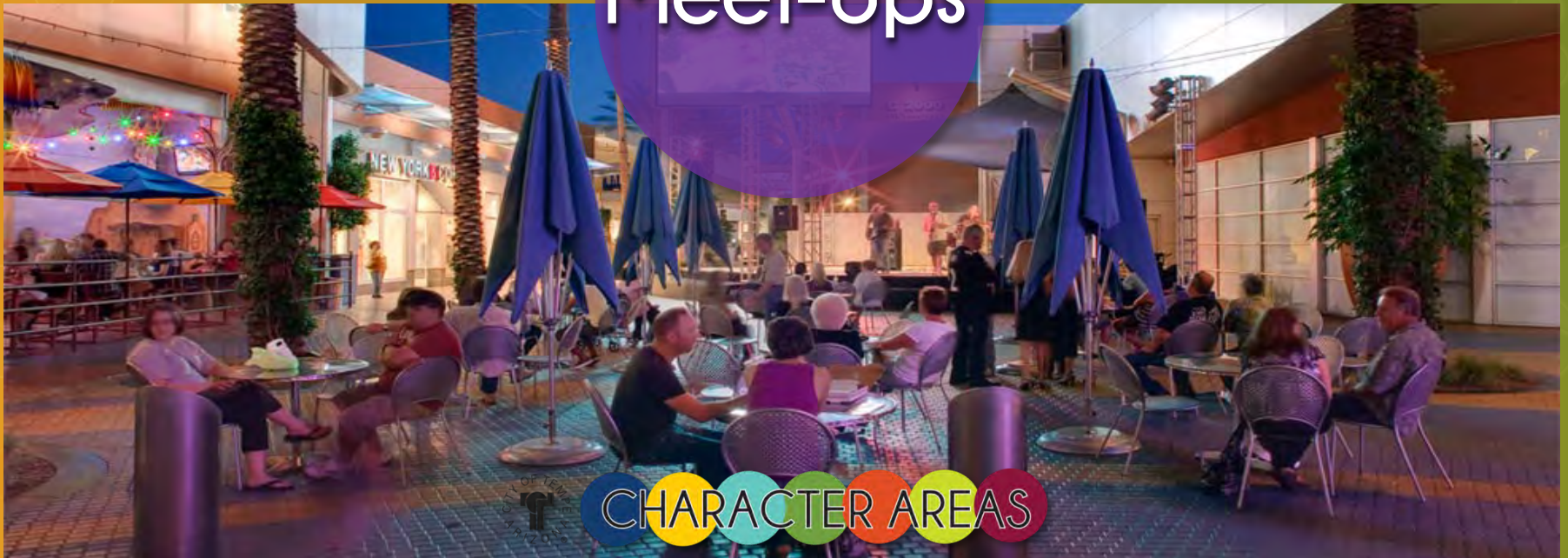
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QUICK RESPONSE SURVEY



Meet-Ups



CHARACTER AREAS



OTHERS?
Tell us your
ideas



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AGENDA
4

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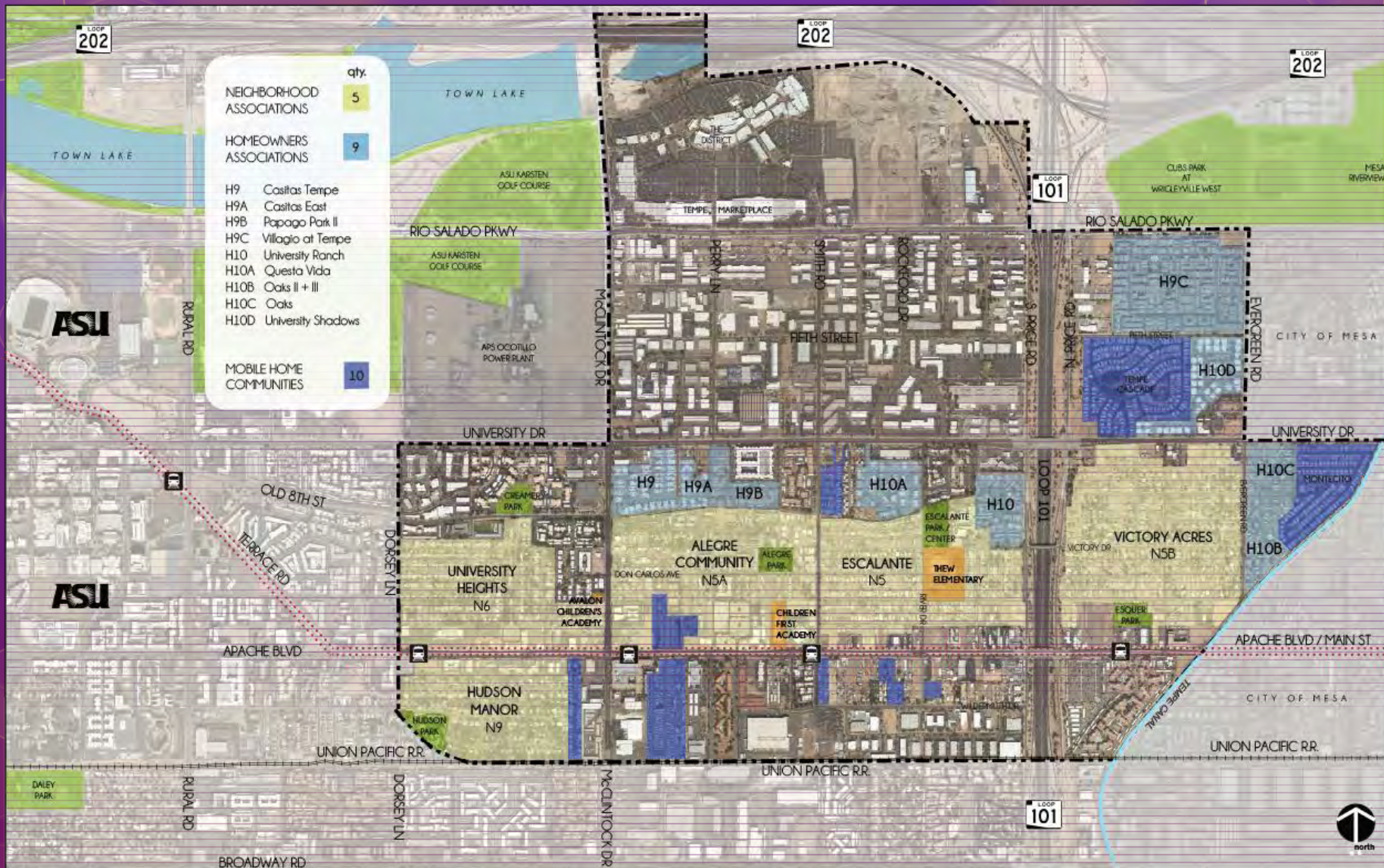
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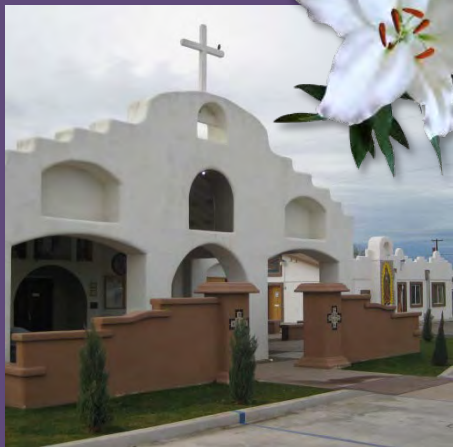




NEIGHBORHOODS / SCHOOLS / PARKS

APACHE





APACHE

- 1 – Healthy + vibrant **mixed-use corridor** / **LRT station areas**
- 2 – **Transitions** from station areas / multi-family to single-family
- 3 – **Connected network** of places and destinations
 - Rio Salado Corridor / Pathways / Amenities
 - Tempe Marketplace / Future Phases II and III
 - Innovation / Industrial Centers
 - Schools + Neighborhoods
 - LRT Stations / Station Areas
- 4 – **Others?**



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NEXT STEPS

- Consolidation of Workshop data
- Area Survey – online May 2015
- Meet-Ups
- Target Outreach Groups

WRAP-UP

- Upcoming Workshops
- tempe.gov/characterareas





WORKSHOP ACTIVITY INSTRUCTIONS

1. Facilitated Round-Table Discussion

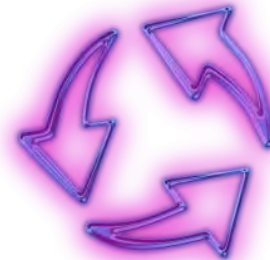
- Identify Area's Amenities + Gaps
- Place each Post-It® on poster in relevant category

2. Focus comments within Scope of Work

- Place ideas outside the Scope of Work in the Parking Lot of Ideas

3. Rotate tables after 15 mins.

- Tables A, B, and C





TIME REMAINING:

15 MINUTES





TIME REMAINING:

10 MINUTES



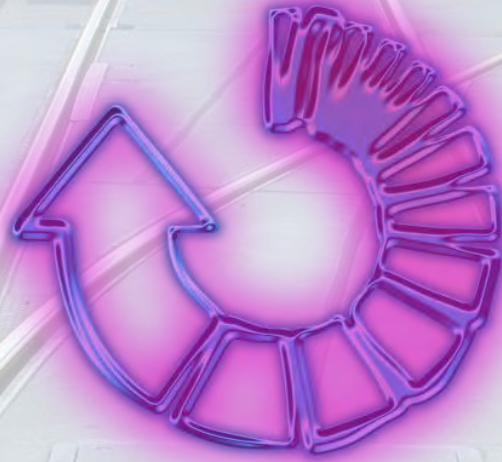


THE SONG
**"THE FINAL
COUNTDOWN"**
IS NOW PLAYING
IN YOUR HEAD

TIME REMAINING:

5 MINUTES





ROTATE STATIONS

APACHE



TIME REMAINING:

15 MINUTES





TIME REMAINING:

10 MINUTES





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ROTATE STATIONS

APACHE



TIME REMAINING:

15 MINUTES





TIME REMAINING:

10 MINUTES





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Our goal is simple:
Involve you.

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Las áreas de caracteres

Si a usted le gustaría la información en español, por favor comuníquese con la ciudad de Tempe a 480.350.4311.



CHARACTER AREAS

Juntos somos toda la comunidad.

